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#### (54) METHOD AND APPARATUS FOR INITIATING COMMUNICATION AND SHARING OF CONTENT AMONG A PLURALITY OF DEVICES

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### (57) **ABSTRACT**

An approach is provided for communication and sharing of content among user devices. The approach includes a method for determining a request for a sharing of at least one content item between at least one device and one or more other devices, wherein the request is determined by at least one content sharing component. The method also comprises causing, at least in part, an initiation of at least one communication component to cause, at least in part, an establishment of a communication session between the at least one device and the one or more other devices. The method further comprises causing, at least in part, a transfer of one or more tokens to the at least one device for facilitating the sharing of the at least one content item, wherein the transfer of the one or more tokens is over the communication session, and wherein the sharing is performed over at least one other communication session.

